DESIGN
Ceiling

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MOE *Light*

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BETTER LIGHTING

Moe brothers mfg.

U. S. Electrical Supply Company

55 Warren Street -:- NEW YORK 7, NEW YORK
COrtlandt 7-9472

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MOE *Light*

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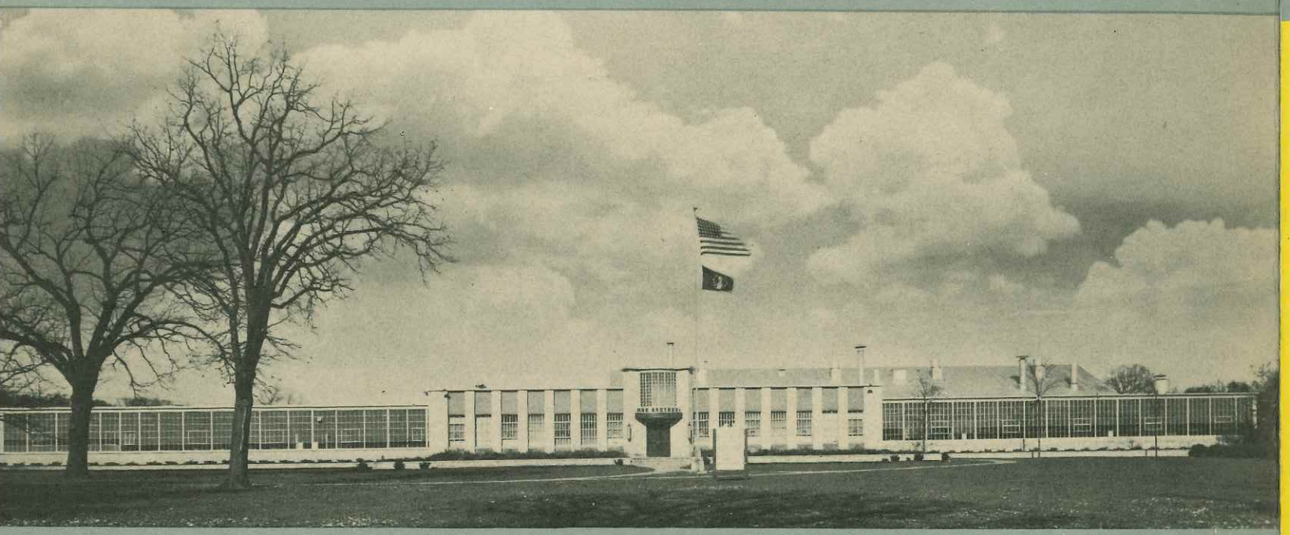

MOE BROTHERS

M 158

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DESIGN DIV.

DEDICATED TO

Better Lighting

IN THE

AMERICAN HOME

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"Better Lighting" in your home is an important step toward better living. Whether your choice leans towards the traditional or modern, you will find in the MOE Light line a choice of authentic and original designs to warm the coldest critic.

The importance of lighting for seeing cannot be overly emphasized. Eyesight is a most precious asset and you will be pleased with the manner in which the designing staff has often handled the difficult problem of styling without sacrificing the engineering features providing good illumination.

To the achievement of Better Lighting for every American home, the entire organization of Moe Brothers, the manufacturers of MOE Lights, is dedicated.

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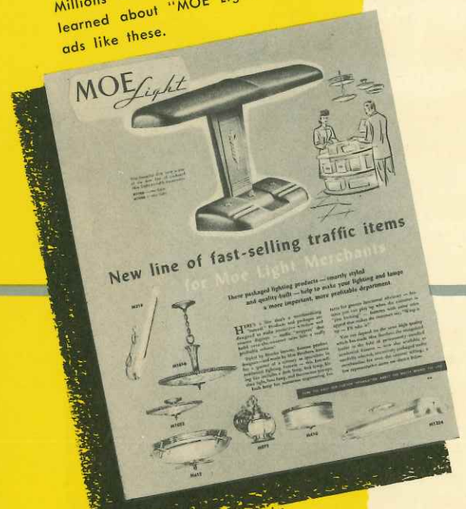
Henrik Moe
PRESIDENT

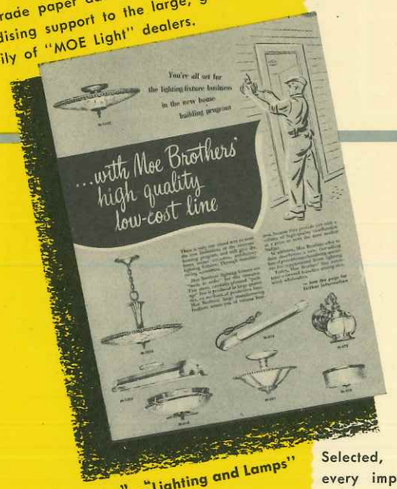
"Better Homes and Gardens"

Millions of American homemakers have learned about "MOE Lights" in national ads like these.



"Electrical Merchandising"

Trade paper ads give sales and merchandising support to the large, growing family of "MOE Light" dealers.



"Electrical Wholesaling"—"Lighting and Lamps"

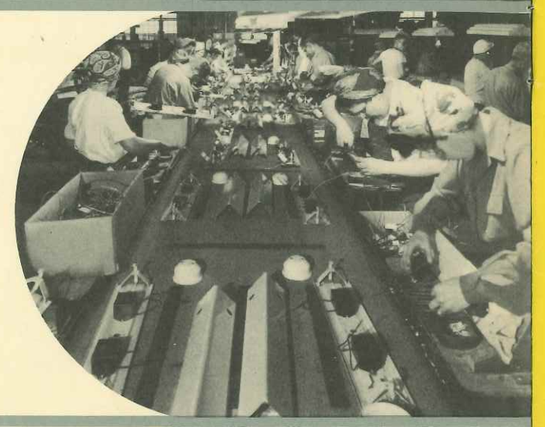
Selected, responsible distributors in every important city of the country read these informative ads regularly.

PRESSES ▶

A few of the powerful presses which exert tons of pressure to shape the heavy metals used in fabricating "MOE Light" quality products.

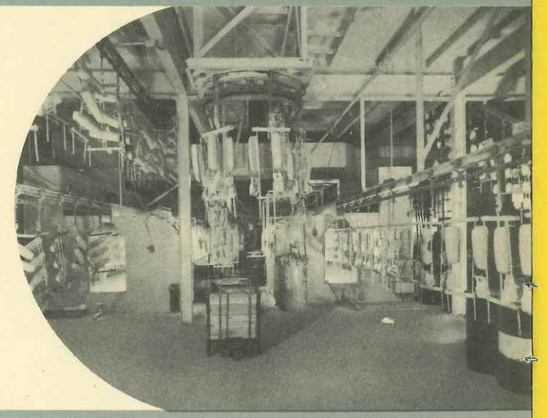
ASSEMBLY LINE ▶

One of our many mass production assembly lines. Carefully planned, continuous operation results in high output at low cost.



FINISHING ROOM ▶

From this modern, air-wash paint spray room, enameled parts move on endless conveyor belts to huge, gas-fired bake ovens. "MOE Light" finishes are hard and lasting.



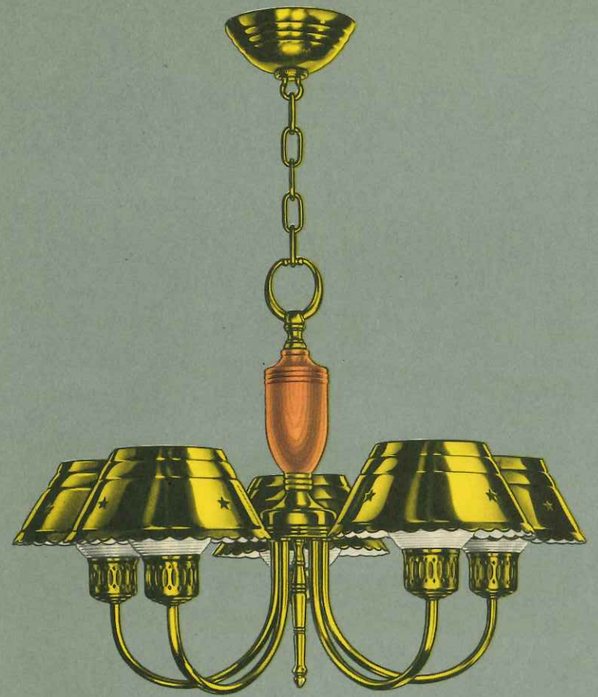
ENGINEERING DEPARTMENT ▶

This large staff of design and engineering specialists constantly strive to improve the beauty and quality of "MOE Lights".

◀ Portable Ceiling Merchandiser

A COMPLETE LIGHTING SHOW ROOM IN ONE COMPACT UNIT

◀ Wall Merchandiser



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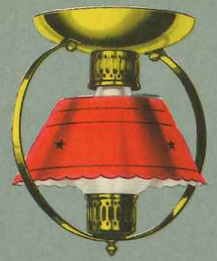

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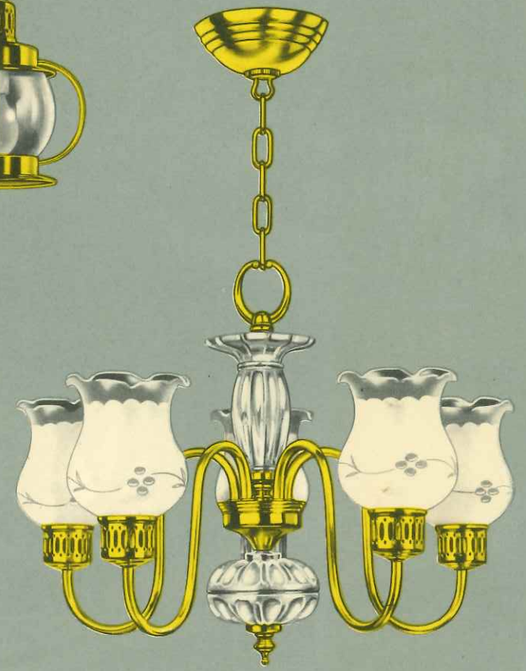

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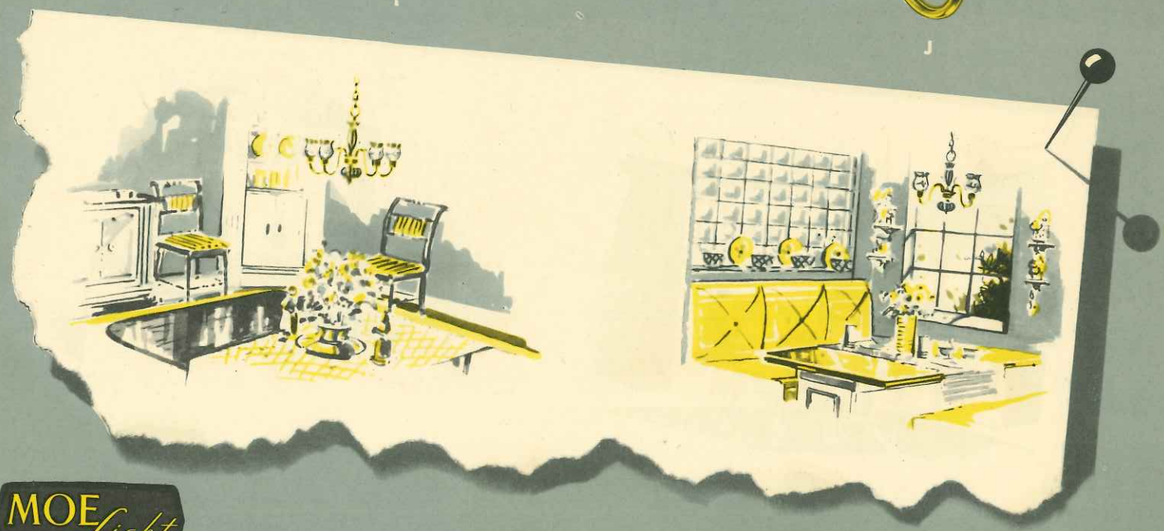
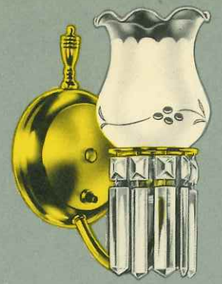


MOE *light*



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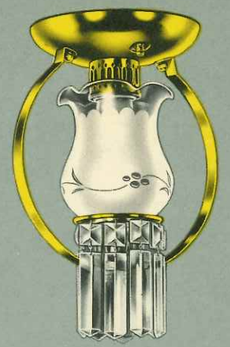

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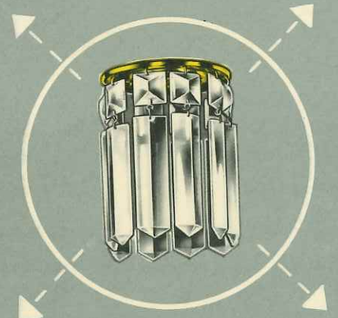

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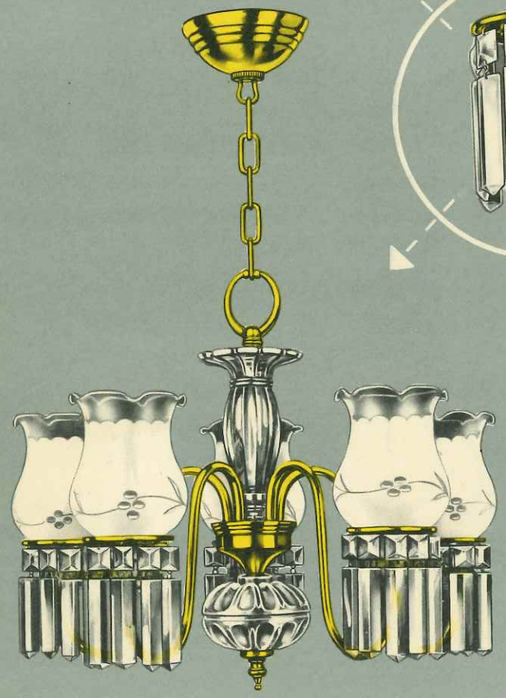

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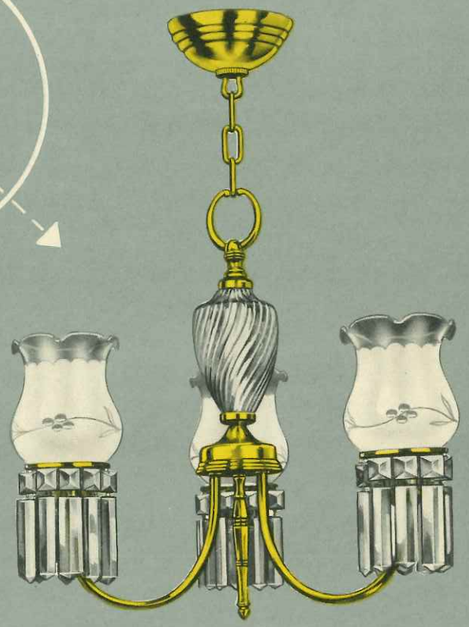

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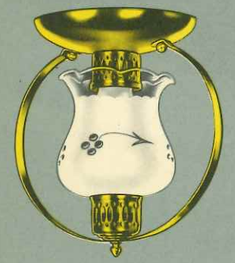
MOE Light



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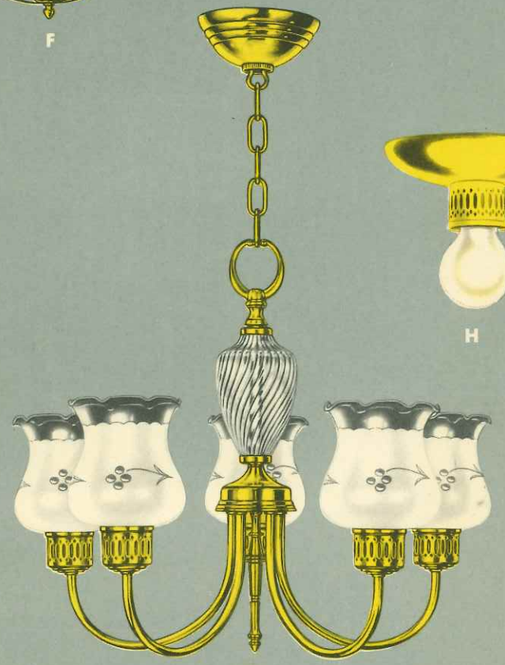

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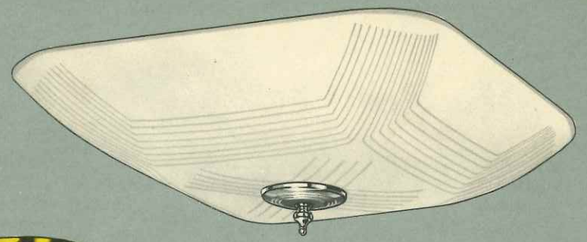

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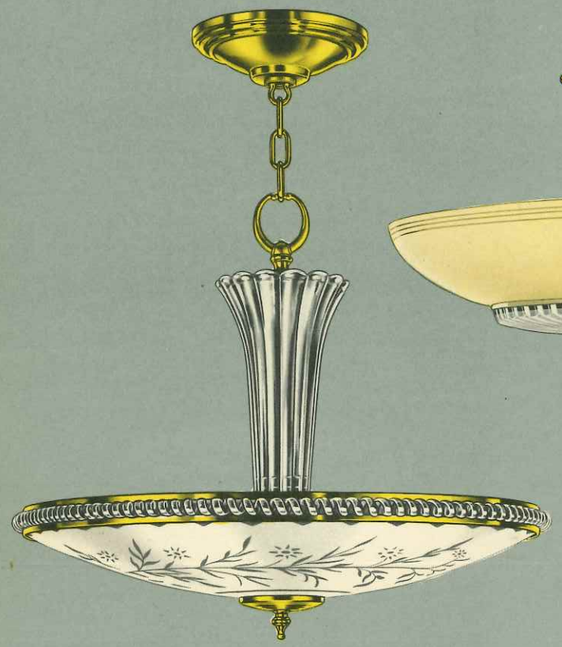

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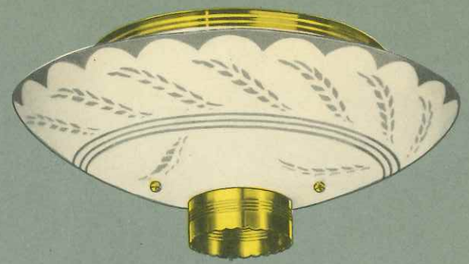

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MOE Light

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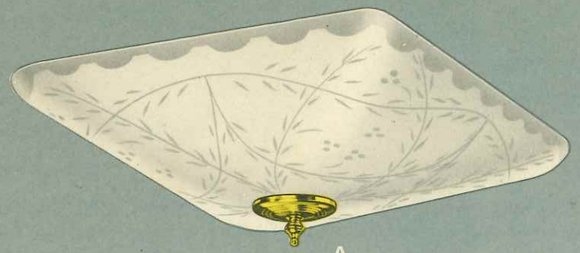

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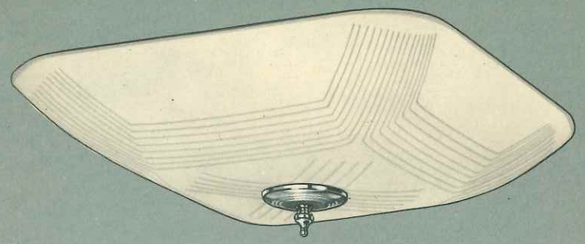

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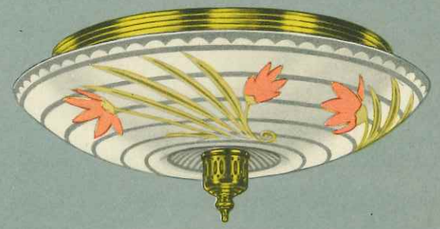

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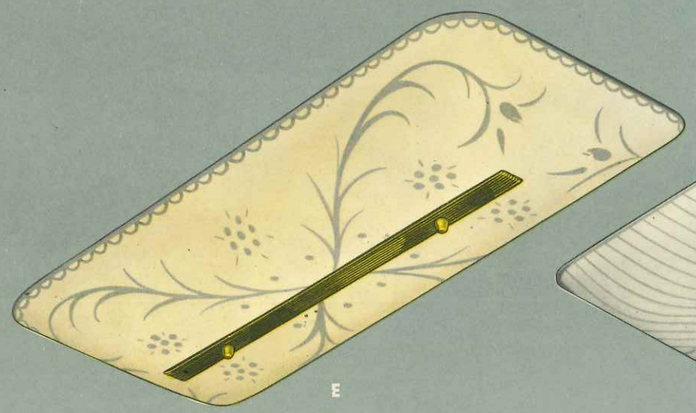

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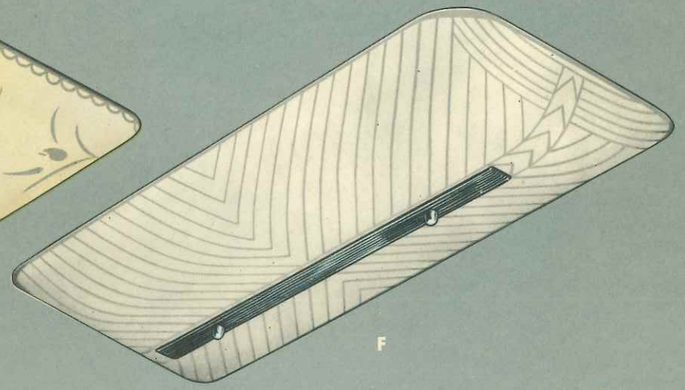

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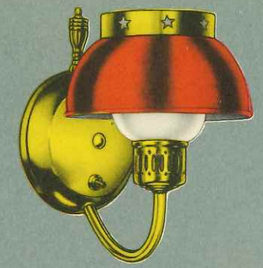

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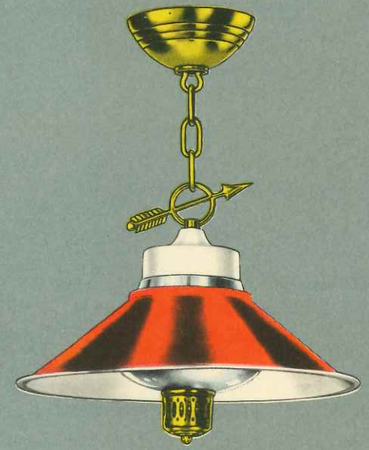

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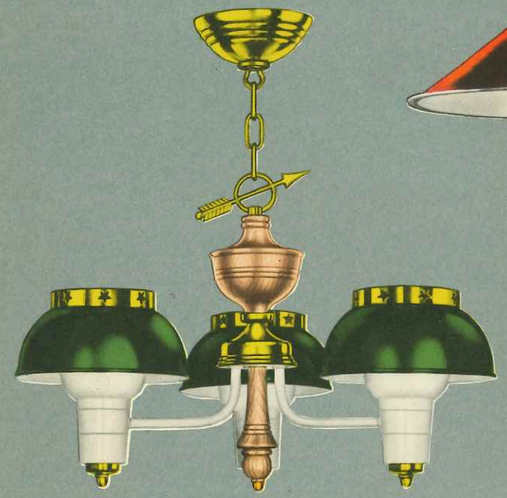

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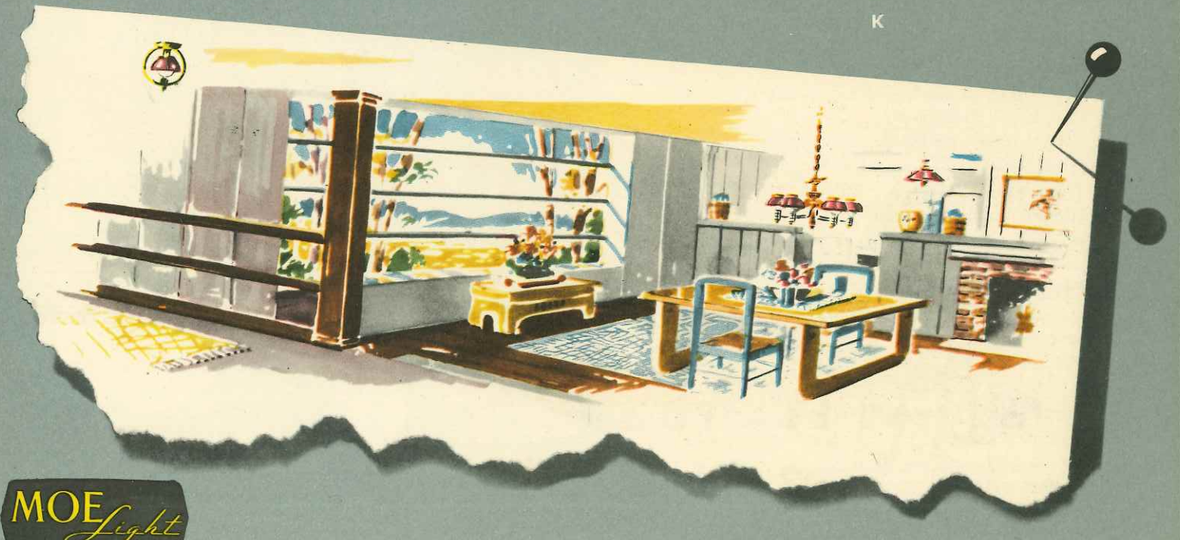


MOE Light

MOE *Light*

LANTERNS

"That first impression is created by the character of your entrance lanterns."

All "Moe Light" lanterns are made of solid copper or solid brass to withstand the most rugged weather.

A. M-822 — Canopy diameter 4½". Length 10". Extends 7".
FINISHES: Black and Brass
Copper and Brass

B. M-872 — Canopy diameter 4½". Length 9". Extends 7".
FINISHES: Copper and Brass
Black and Brass

C. M-826—Diameter 6½". Length 7½"
FINISH: Copper

D. M-825 — Diameter 5½". Length 7".
FINISHES: Brass
Copper and Brass

E. M-853 — Canopy diameter 4½". Length 9". Extends 6½".
FINISHES: Black and Brass
Copper and Brass

F. M-827—Diameter 6½". Length 7½"
FINISH: Brass

G. M-854 — Yard Light. Canopy diameter 4½". Extends 6".
FINISH: Copper

H. M-810 — Two light. Diameter 10". Depth 3¾".
FINISH: Copper, Opal Glass

I. M-857 — Canopy Diameter 4½". Length 9½". Extends 6½".
FINISHES: Brass
Copper and Brass

J. M-805 — Diameter 5½". Length 7".
FINISH: Brass

K. M-850 — Canopy diameter 4½". Length 9". Extends 6".
FINISH: Black and Brass

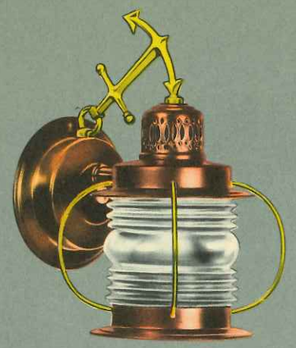
L. M-861 — Scrolls spread 24". Width 7½". Height 9". Extends 8½".
FINISH: Black and Brass

M. M-862 — Post Lantern 7½" square. Height 10½". Fits 3¼" post.
FINISH: Black and Brass

N. M-830—Square Ceiling Lantern 7½". Length 9½".
FINISH: Black

O. M-852 — Canopy diameter 4½". Length 8½". Extends 6¼".
FINISH: Copper

P. M-860 — Same as M-861 (L) without scrolls.
FINISH: Black and Brass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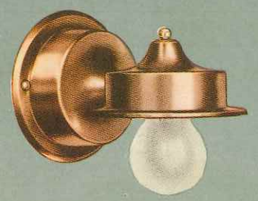
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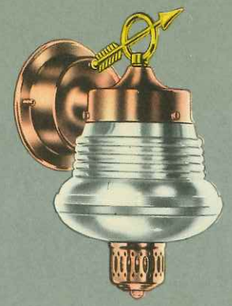
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MOE *Light*

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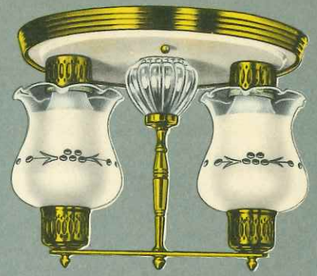

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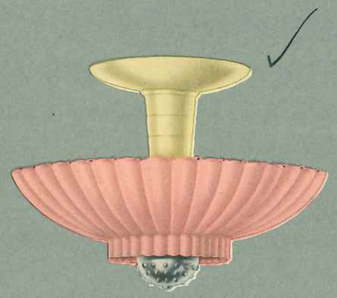

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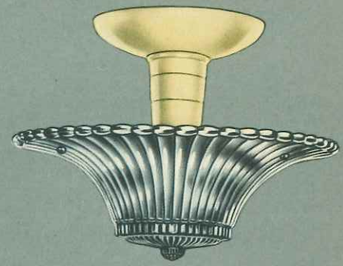

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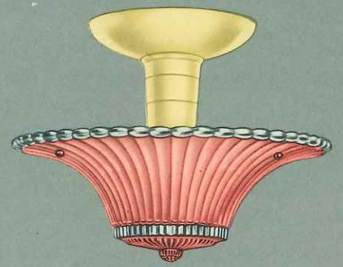

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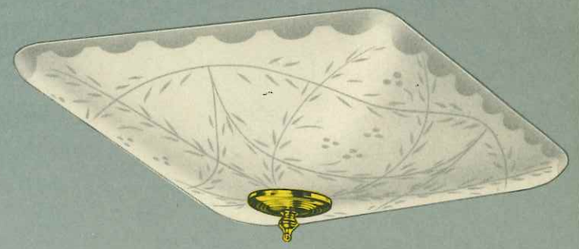

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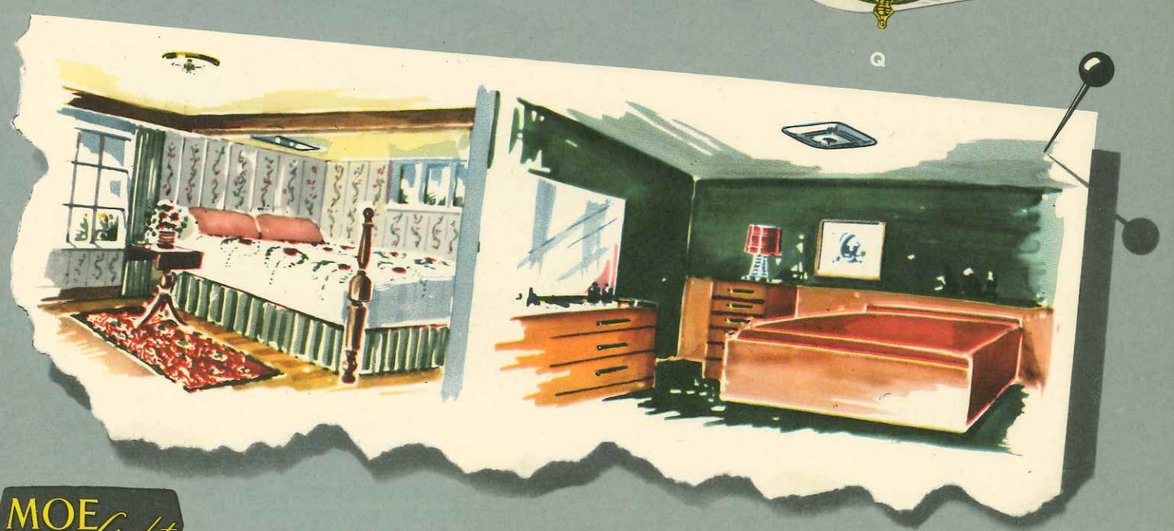

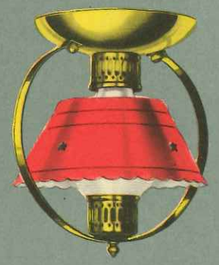

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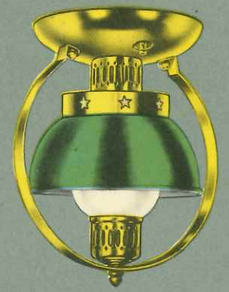

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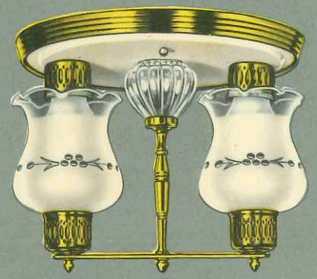

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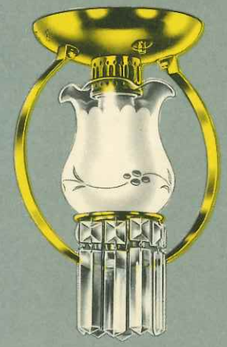

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PATENT OFFICE
JUN 8 1949
DESIGN DIVISION

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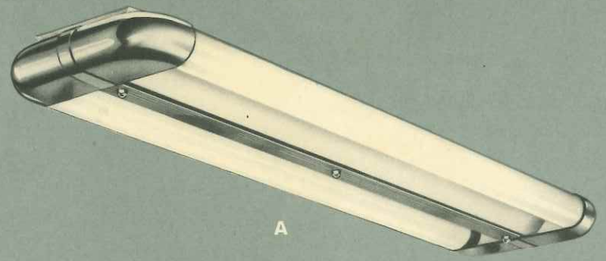

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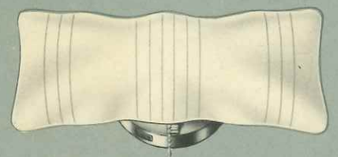

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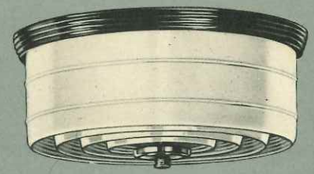

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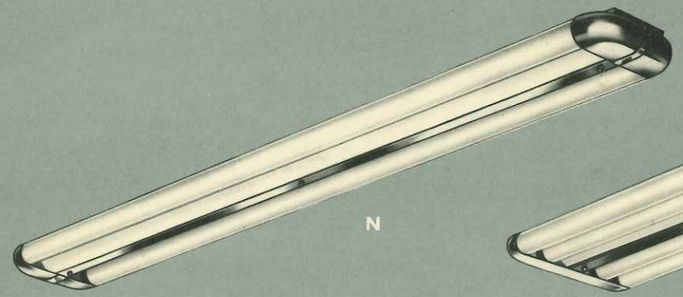

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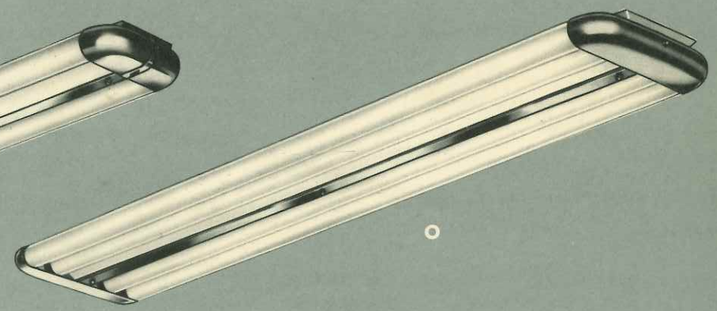

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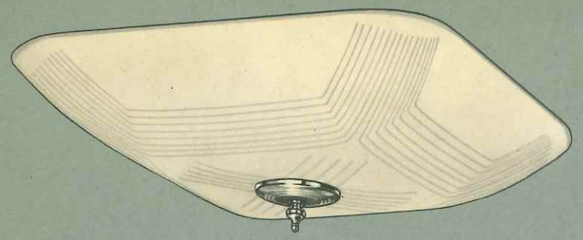
MOE Light



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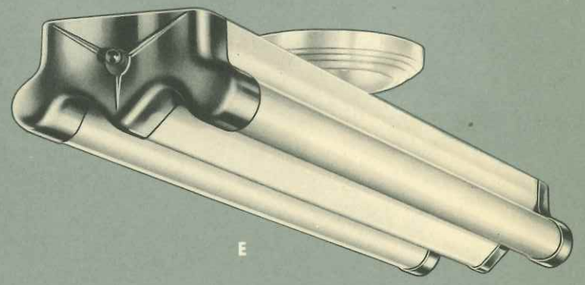

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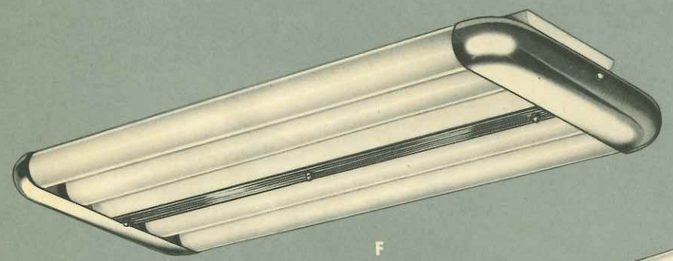

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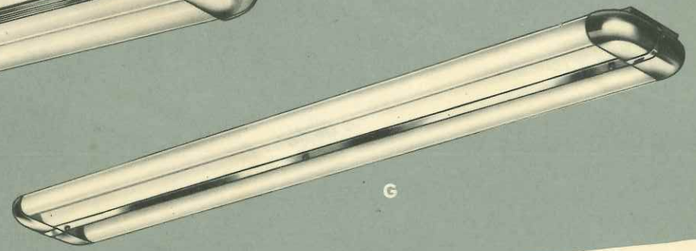

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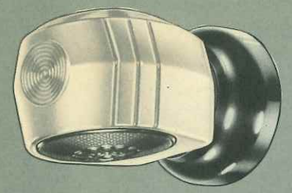

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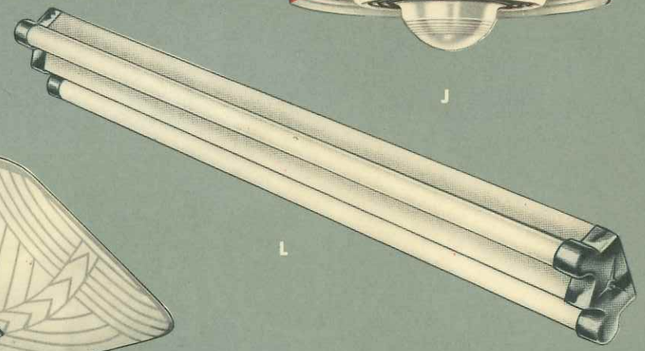

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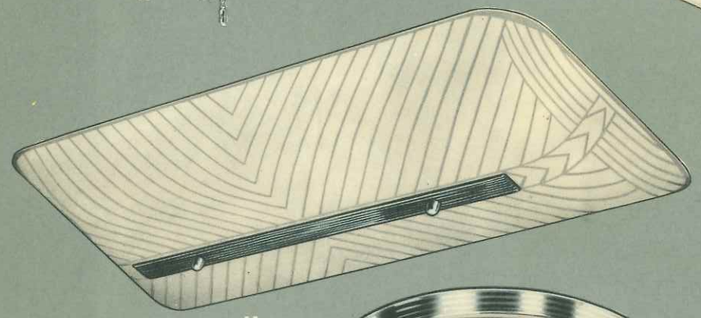

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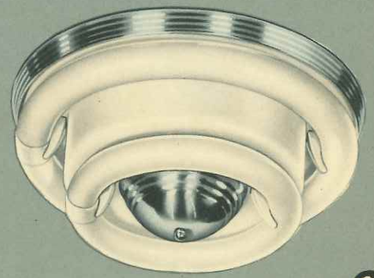

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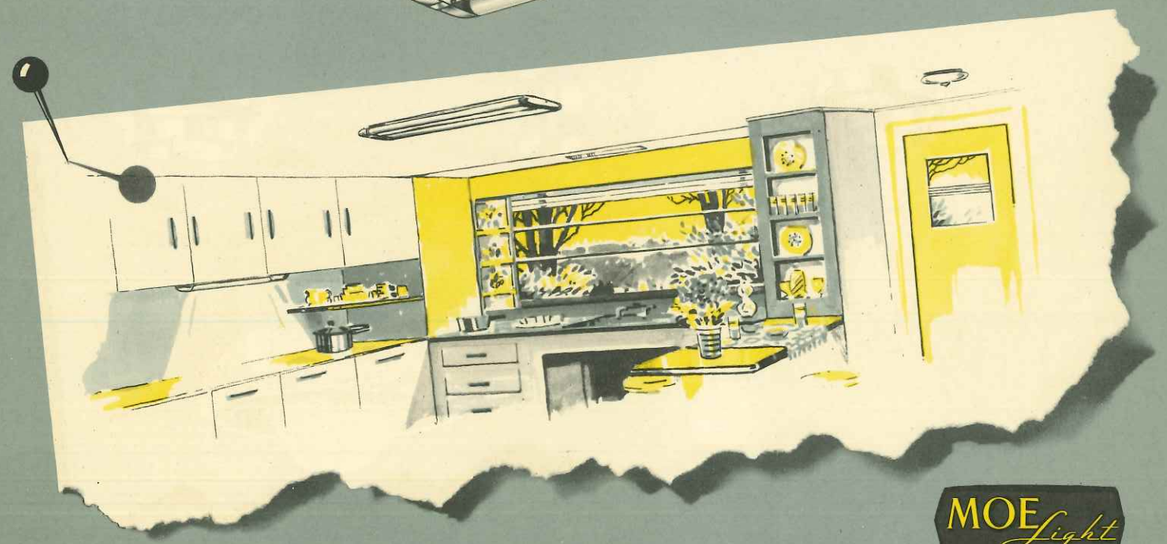
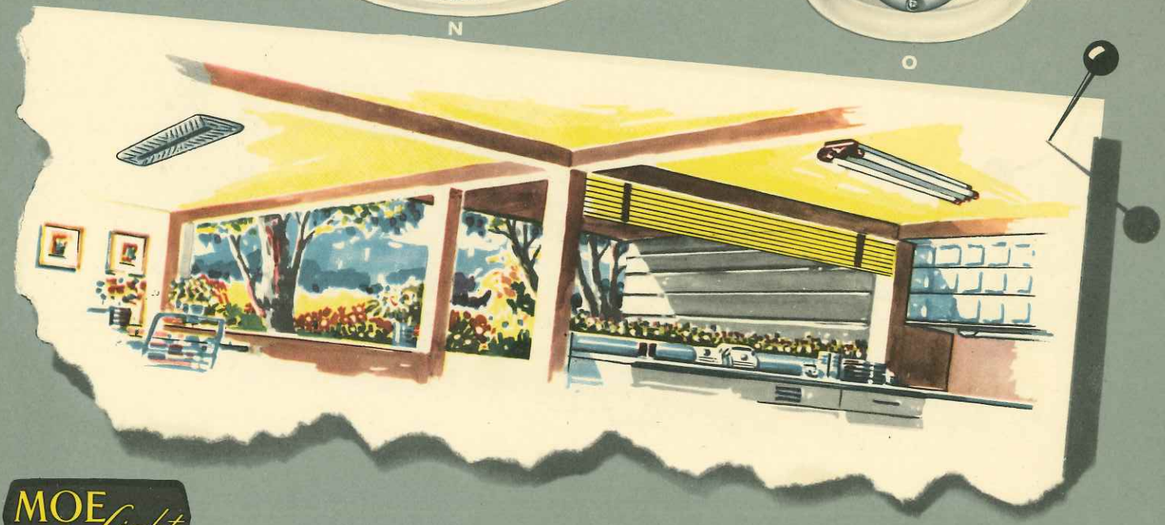
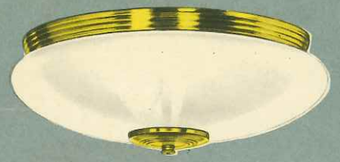


MOE *Light*



MOE *Light*



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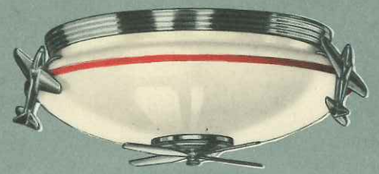

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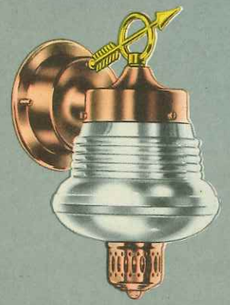

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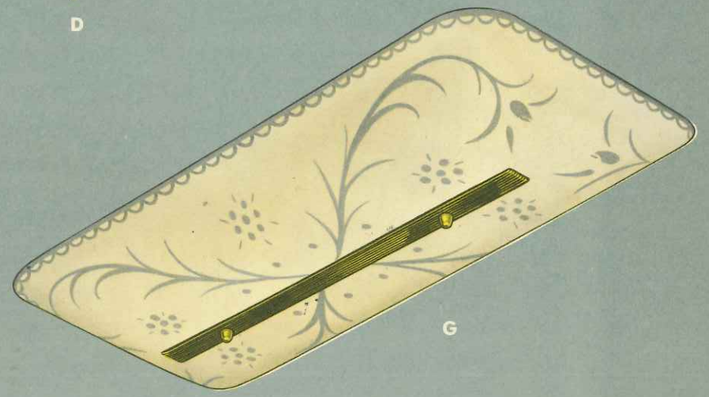

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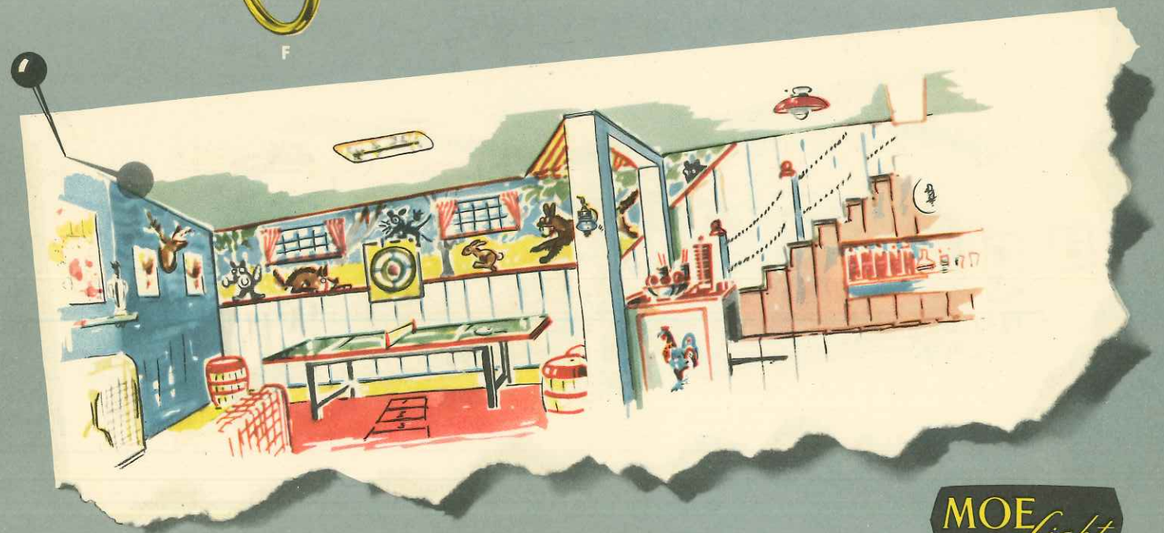

MOE Light

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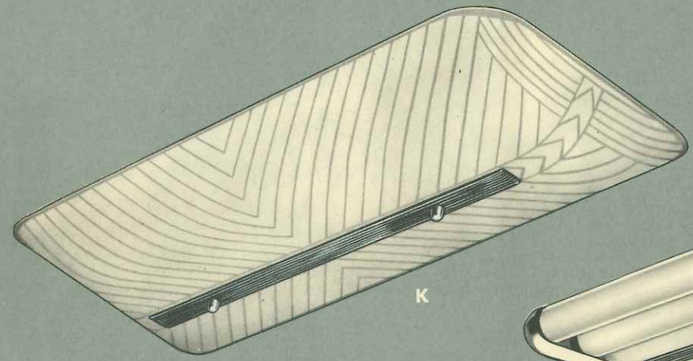

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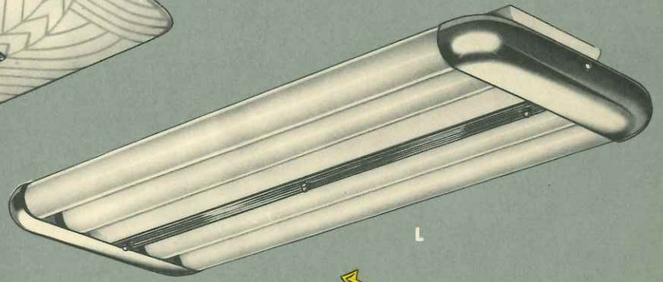

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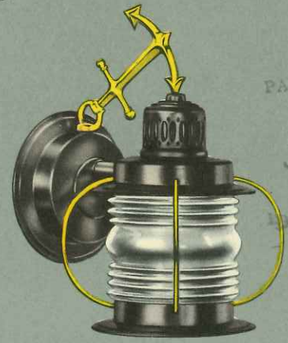

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MOE Light

EXCITING NEW *Portable* MOE LIGHT PRODUCTS

BACKED BY MOE BROTHERS WITH A COMPLETE MERCHANDISING PROGRAM

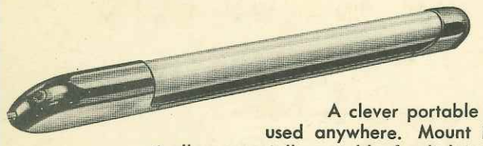
FOR DETAILS WRITE YOUR MOE LIGHT DISTRIBUTOR

M-418 BED AND WALL LAMP

The most versatile bed lamp on the market today. Easy on the eyes . . . gives plenty of light. Adjustable for direct or indirect illumination. Can be clipped on furniture or mounted on the wall. Soft Ivory or Deep Brown. 19½" long, 3½" deep. Has built-in radio interference suppressor. For A. C. only.

M-1000 DESK LAMP
ONE LIGHT
M-2000 DESK LAMP
TWO LIGHT

A Desk Lamp in a pleasing, modern design. Attractively finished in Seafoam Gray or Deep Brown. Padded base plate. Ornaments can be removed easily to permit the installation of pen sets. Has built-in radio-interference suppressor. For A. C. only.

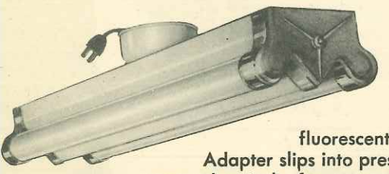


M-218 LIGHT

A clever portable light that can be used anywhere. Mount it horizontally or vertically—especially suitable for lighting counters under kitchen cupboards and bathroom mirrors. White or chromium 25" long A. C. only.

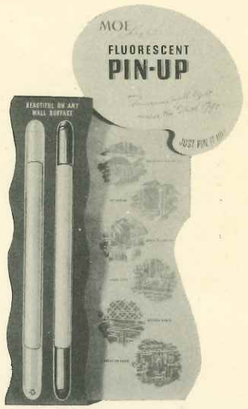
M-77 LAMP HOLDER

For all reflector-type heat lamps, sun lamps, spot lamps and flood lamps. New, patented base permits it to be used *anywhere* in dozens of ways. Tested and approved by Underwriters' Laboratories for your safety. Available in either Soft Ivory or Seafoam Gray.



M-1124
FLUORESCENT ADAPTER

Adapter-type "two-light fluorescent". Efficient and economical. Adapter slips into present shade holder or may be removed entirely for permanent mounting. Finished in gleaming Bonderized-Baked White Enamel with White or Chromium End Caps. 25½" long, 6½" wide. For A.C. only.



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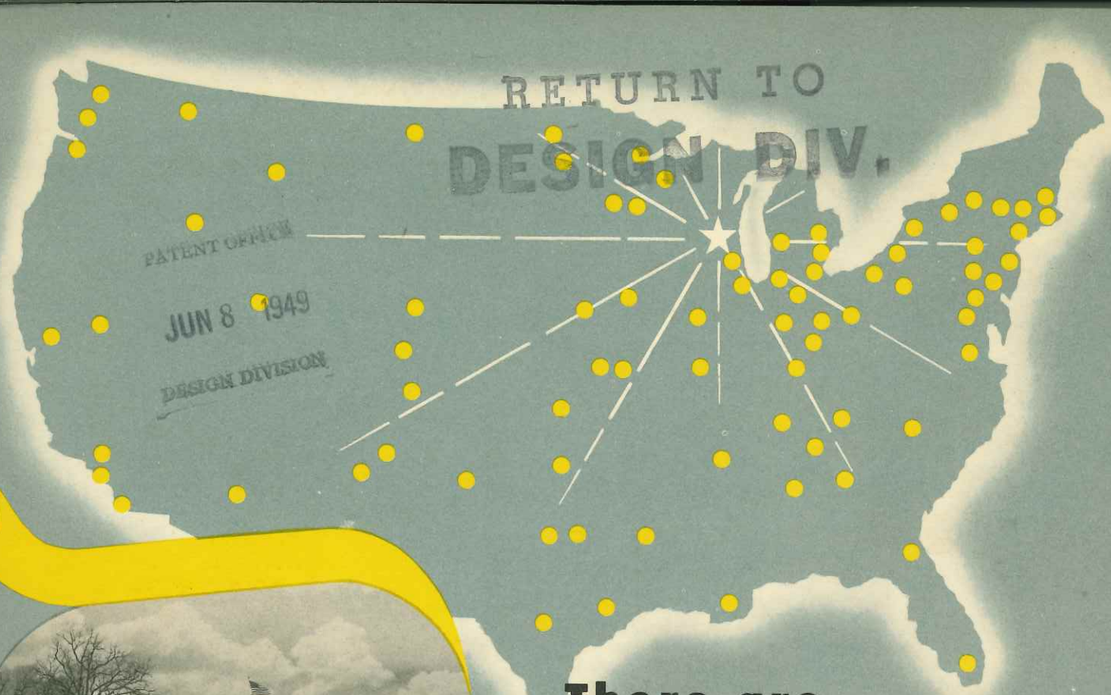
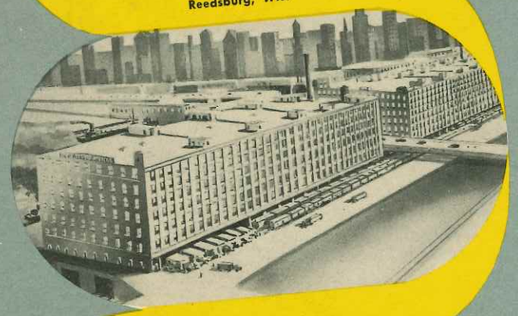


Main Plant and Office,
Ft. Atkinson, Wis.

Plant No. 2,
Reedsburg, Wis.



Chicago Warehouse

There are
Moe Light Distributors
in every major city in the nation

Two manufacturing plants and a terminal warehouse in the key transportation center of the world

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Current sales of "MOE Lights" are surpassing all previous records. To meet this increased demand, production facilities have been expanded greatly. At Fort Atkinson, floor space is three times greater than it was before the war. Only the latest, most efficient assembly-line methods and manufacturing techniques are used.

At Reedsburg, a new ultra-modern plant has just been completed. All told, plant capacity has been increased fourfold.

Chicago warehousing facilities have direct tunnel car connections with all railroad and truck terminals, providing rapid delivery to all parts of the country.

This combination of modern production and modern distribution assures substantial quantities of top quality merchandise at low prices for all "MOE Light" customers.

MOE Light

LITHOGRAPHED IN U. S. A. BY
W. A. KRUEGER CO., MILWAUKEE

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MOE *Light*

BETTER LIGHTING

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